

Figure 1, page 1

EcoR I

-4152 AGGAATTCAT CCATTAAAT CATAACAATT AATGGCTTT AGTATATTCA
 -4102 GAGGTTGTGC ATCCATCACA ATCCATTAA SREBP> GAACAGTTT ATTACTCCAA
 -4052 AAATAAACCC TGCATTCCCT AGCCATCACC CCCAACATC CTCCATCCTC
 NF-Y>
 -4002 CTTCCAAGCC CTGGGCAACC ACCAATCTAC TTTCTGTCTC TATAAATTG
 -3952 CCAATTCTGG ACATTTCATA TAAATGGAAG CAAACAAACAT GTGAGACTTT
 <NF-Y <IRF-2
 -3902 GTGACTGGCT GCTTTCACTT AGCATTCTAT TTTTAAGGCT CATTATGTTA
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 -3752 CCAGGCTGGA GTGCAGTGGC ACAATCATAG CTCACTGTAA CCTCAAACTC
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 -3702 CTGGCTCAA GTGATCCTAC TACCTCAGCC TCCAGAGTAG CTAGGACTAC
 <IRF-1
 -3652 AGGCACACAC AGCCATACCT GGCTAATT TTTTTTAAT TTTCATTAA
 -3602 TGTATTCAATT TTCTTTCTTT TTTGTTGTTG TTGTTTGAG ATAGGGTCTC
 -3552 ACTTTGTTAC CCAGGCTGGA GGGCAGTGGC ATGGTGACAG CTGAGCAGCC
 <SREBP
 -3502 TTGACTTCCT GGGCTCAAGT GATCCCTCCTG CCTCAGCCTC CCAAGTAGCT
 -3452 CGGACTACAA ACACGTGTCA CCATGCCCTGG CTGATATT TTTCTTGAA
 -3402 ACAGGGTATC ACTCTGTGCA CCAGGCTGGA GTACAGTGGC GTAATAATAG
 c1
 Pst I
 ~~~~~~  
 -3352 CTCACTGCAG CC'TCCCCCTCC TGGGCTCAAG CAATCCGCTG GCCTCAGCAT  
 -3302 CCTGAGTAGC TGGGACTACA GGCTTGTGCC ACCAGGCCA GCTAAGTTT  
 -3252 AAAAATGAT TTTTGGTATA GAGGAGGTCT TGCTATGTTG CTCAGGCTGT  
 SREBP>  
 -3202 ATTTTATTG TTGAGACAAG GTCTCACTAT GTGCCATGA TCCCCCCCACC  
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 <RAR- $\alpha$ 1  
 -3102 ATITAGGTTG TTTCCACTTT TTGACCATTA TGAATAATAC TCCAGTGAAT  
 -3052 ATTCACTGTAT ACATTGTGT GGGCATATGT TNTCATTCT GTTGGGTTA  
 -3002 TATCTAGGAG TGGAAATTGCT GGATCCCAGG TAATATTTG ACAGGCAGAG  
 C/EBP- $\beta$ >  
 -2952 TTCAGGGGAA GAAAAACTTG GGAAAATGAA GCATGTTAG AAATCAGCAA  
 -2902 GAGTGCAGGG GTTTTCGGA GTTTTATTAA ATATTCTGTT GACAAATGTG  
 -2852 CAGTTGATG AAGATACAAG TTATACTAAG TGAGAAAGTCA GAATTAAGGC  
 -2802 TGGAAATAGGG CGTTCAGAGT AAAATCATGA AGCACTTGA ATACAAAAT  
 NF-1> <HNF3- $\beta$   
 -2752 TAAGGAGCTT GGCTGTAAAC AAAATAATAA AAAATCACAA TTTTTTTTT  
 -2702 TTTTTGAGA AAGAGTCTTG CTCTTCACC CTGGCTGGAG GGCAGTGGTG  
 <SREBP  
 -2652 TGATCTCAGC TCACTGCAAC TTTCGCCTCC CGGGTTCAAG CAATTCTCCT

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**<NF- $\kappa$ B**

-2602 GCTTCAGCCT CCCAAGTAGC TGGGACTACA GGCACTTCCC ACCATGCCCA  
NF- $\kappa$ B><IRF-1

-2552 GCTGATTTT GTATTTTAG TAGAGATGGG ATTCACTTT GTTGGCCAAG

-2502 CTGGTCTCAA ACTTTTGCT GTCATAATTG TTGTAACTAT TGTCCTTTT  
AP-2> <HNF3- $\beta$

-2452 GCTGAGGTAG GGCCCCCAGA CCAAAAAAAA TAAATCTTAG AATCCAAATC

-2402 AGTGTGTTGG TTTGACCACT GTCACTTGAG AACACAGTG TGACCAGGGC

**C2**

Taq I

~~~~~ IRF-2>

-2352 CTCAGGAGTA GAGGTGATCT CTGCTCGAAA GAGAA ATAGA ATGAAAATAT
<Whn

-2302 TCTCCGGGCC AGGCGTGGT GCTCATGCCT GTAATCCCAG CACTTGGGA
T3R>

SREBP> RAR- α 1>

-2252 GCCAAGGCA TGGGATCAC CTGAGGTCAG GAGTCAAAA CCAGCCTGGC

-2202 CAACATGGTG AAACCCCGTC TCTACTAAAA ATACAAAAAA TTAGCTAAGT

-2152 GTGGTGGCGC ATGCCTGAA TCCCAGCTAC TTGGGAGGGT GAGGCAGGAG

<Pax-6 SREBP>

-2052 AATTCTTGA ACCCGGGAGG CAGAGGTTGC AGTGAAGCGA GATCACACCA

<AP-2> <HNF-3/Fkh-2>

-2002 CTGCACTCCA GCCTGGGGA GAGAGCGAGA CTTCCCTCTCA AAAAAACAAA

C/EBP- β > <CHOP>

-1952 AACAAAGA ATTAAGCAA TTAGACATTG CAGAGAGAAC CTGAAGGGGG
RAR- α 1> <NF-1> Pax-6>

-1902 TCAGACCACG TACAGATTTC TGTGCCACAT GCCAA GACTACT TCTGAGGCAT

-1852 GACTGGATGA GCTGTCCACA TCTGAAATCA TCCAGTCTTG TTCAGAACTT
RAR- α 1>

-1802 TCACACCGGA CAGGGAGCCA GGACTGGAAT CGAGTCTCCT GGTCA CTGGC
NF-1> <ER> <NF-1> AP-1>

-1752 CAGAGAGTTG GCCTTGACCC TGAGACCAGT GGCA ACAAA GGAGCTGCTT
<Rel>

-1702 AGTCTACCTC CCAGAA ATC CCAGGTGCTT GTCTTCTGG GAAGTGAATC
<NF-1>

-1652 ATTGGCGCAG CACTCCGTAT TTTCTCCTCT TCCCAGGGGA AGGATCCTAG
<GR>

-1602 GGCAGTATTG GGGAAAGACA TGGGCATGGA AGGA ACCCGG GTGAATGCAT

C3

Sac I

~~~~~

-1552 AGCCTGCCTG GTTCTGAGCT CTCATGGTAA GGCTCCTACA GACACGGAAA

-1502 AGATGGGGC ACAGGGACAG ATCAGTAGGG TCAGAGCATIC TCAGGGACCG

-1452 AGGGCAATAT GGTCTGAGC AGGGATTAAG AGCTTGGGCT CTCATATGGT  
<CREB> <ER>

-1402 GTTTCTGGGC TCAACTGCCA GCTCCGTCAC TTACTGGTTG CTTGACCAT

-1352 GGGCAAGTTA TTCCATCTCT CCATATCTCT TTCCTCACTT TTAAAATGGA

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c4  
Kpn I

~~~~~

-1302 ATAATGGGT ACCCACCTCC CAGGGTCACA GAGAGGCTTA CAGAAAACGA
NF-1>
-1252 TTCTTGTGAA TTGGCTTGCA GTAATAATTCA AATACCTGCC AGCTATTCTT
<PPAR- α <Oct-1
-1202 ATTCCACATC CAAGCCCTTT CGCCTGCTGC TGGGTGAAAA CACATGTCAG
CREB/ATF> <STAT <C/EBP- β
-1152 TGTTTCTGA CGGTTCCAC AAAGAAGATT CCAAAATTAC AACCTGCCAG
-1102 TCTGAAGAAT CTCCAAAACA TCCCGCACGC ATCCTGGAGG CGCGGGCTTG
<SP-1
NF-kB> <NF-kB
-1052 GGGATGGGAC TGCCCGCCCC GGTCTGAAC AGGATGCGTG CGCGCAGGCA
Ets-1>
-1002 CACACACACC AGCCAGCCTG TGTGTGCCGG CGGAGTCCGG TGCGGTCCCC
<Myc/Max
<Whn SP-1>
-952 GGTGAGCAGC GCGTGGCTGG TGGGCGGGGC AGAGCCATTG TTCGCAGGCG
c5
Sma I
~~~~~ NF-kB> <NF-kB<Whn  
-902 TACCGAGCCC CCCGCGCTCG CCCGGGAGGG AGGCGGGGCT TCCCGCGTCC  
Myc/Max>  
<NF1 Whn>  
-852 CCAAGCTCCA GATCCTGGGG TGGCTGCCAC GTCTCCCTGC CACGCGCCTG c8  
<AP-2  
-802 GGGGGACGGG AAGACGGGAC GGAGATGTTA GTGGTGGGCG CCCCCCGAGG  
<RFX-1 RFX-1> NF-kB>  
-752 GTTCACCACT GTTCCTGAG AAACTTCCCC AGTGCCACC CACCGTTCT  
AP-2>  
-702 CCGTGTGCC GAGGGCCGGT CCTGGGCTAG GCTCCGCGCC CCAGCCCCAA  
Whn> c9  
-652 ACCGGGTCCC CAGCCCCTTC CAGAGAGAAA GCTCCGACG CGGGATGCCG  
AP-2> ISRE>  
-602 GGCAGAGGCC CAGCGGCGGG TGGAAAGAGAA GCTGAGAAGG AGAAACAGAG  
SP1> RFX1> SREBP>  
-552 GGGAGGGGGA GCGAGGAGCT GGCAGCAGAG GGAACAGCAG ATTGCGCCGA  
<NF-1  
c6 NF-Y>  
<NF-1 C10 Eae I CREB>  
NF-Y> RFX-1> ~~~~~ AP-1>  
-502 GCCAATGGCA ACAGCAGGAC GAGGTGGCAC CAAATTCCCT TCGGCCAATG  
<C/EBP- $\beta$  <Oct-1 GC box>  
-452 ACGAGCCGGA GTTCACAGAA GCCTCATTAG CATTTCCCCA GAGGCAGGGG  
EBV>  
-402 CAGGGGCAGA GGCGGGTGG TGTGGTGTG GTGTCGGCAG CATCCCCGGC

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Scb  
Ab

-352 GCCCTGCTGC GGTGCCGCG AGCCTCGGCC TCTGTCTCCT CCCCTCCCC  
<VDR/RXR> <SP-1> <SP-1>  
C7  
  
-302 CCCTTACCTC CACGGGGAC CGCCCGGCC AGTCAACTCC TCGCACTTTG  
<N-Myc> <Myc/Max> <whn> Hinc II  
~~~~~  
<PPAR- α > <HNF4>

-252 CCCCTGCTTG GCAGCGATA AAAGGGGG CT GAGGAAA TAC CGGACACGGT
<NF-Y> <NF1> ←TATA> ↗ C/EBP- β ><E2> E2>
<Rel> Ets-1> <AP-1>

-202 CACCGTTGC CAGCTCTAGC CTTAAATTC CCGGCTCGGG GACCTCCACCG
<RFX1> <NF-1> <Oct-6> TATA> 145 Whn>
Sac II
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-152 CA.CCGCGGCT AGCGCCGACA ACCAGCTAGC GTGCAAGGCG CCGCGGCTCA  
-102 GCGCGTACCG GCGGGCTTCG AAACCGCAGT CCTCCGGCGA CCCCCGAACTC  
-52 CGCTCCGGAG CCTCAGCCCC CTGGAAAGTG ATCCCCGGCAT CCGAGAGCCA  
+1  
M P A H L L Q D D V S F P A W P  
-2 AGATGCCGGC CCACTTGCTG CAGGACGATG TGAGTTCCC AGCCTGGCCC  
8 18 28 38 48

Figure 2

mSCD1 (-298) ACCTCCACGCCTGGCTTCCTGGTAGCTATCTCGCGCTTTA  
 hSCD (-298) ACCTCCACGCCGGACCAGCAGTCAACTCCTCGCACTTTG  
*Scb 7*

mSCD1 (-253) CCCTTGCTGGCAGCCGATAAAAGGGGGCTGAGGAAATACTGAAC  
 hSCD (-253) CCCCTGCTTGGCAGCGGATAAAAGGGGGCTGAGGAAATACCGGAC

mSCD1 (-208) ACGGTCACTCCATGCCCTGCTCTACCCCTTAAATCCCAGCCCAG  
 hSCD (-207) ACGGTCA-CCCGTTGCCAGCTCTAGCCTTAAATTCCCGGCTC-G

mSCD1 (-163) GAGATCTGTGCAAGCCAGACGGGCTGAACACCCATCCGAGAG  
 hSCD (-164) GGGACCTCCACGCACCGCGGCTAGCGCCGACAACCAGCTAGCGTG

mSCD1 (-118) TCAGGAGGGCAGGTTCCAAGCGCAGTCCGCCACTCGCCTACAC  
 hSCD (-119) CAAGCGCCGGCTC---AGCGC-GTACCGGGCTTCGAAAC

mSCD1 (-73) CAACGGGCTCCGGAA---CCGAAGTCCACGCTCGATC-TCAGCAC  
 hSCD (-78) CGCAGTCCTCCGGCGACCCGAACCTCCGCTCCGGAGCCTCAGCCC

+1

mSCD1 (-32) TG-GGAAAGTGAGGGAGCAACTGACTATCATCATG  
 hSCD (-33) CCTGGAAAGTGATCCGGCATCCGAGAGCCAAGATG

00046722000000000000

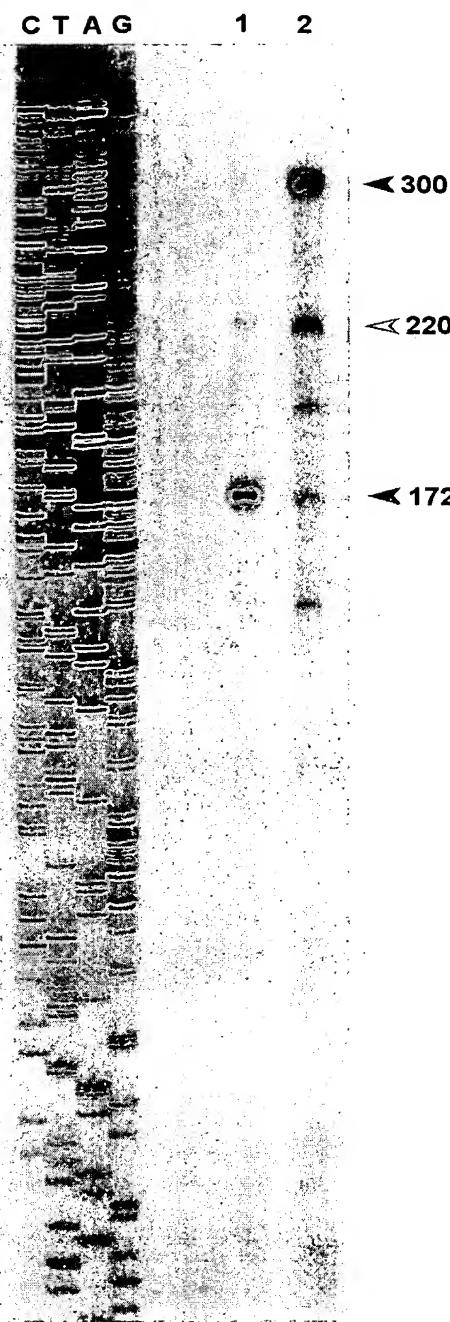
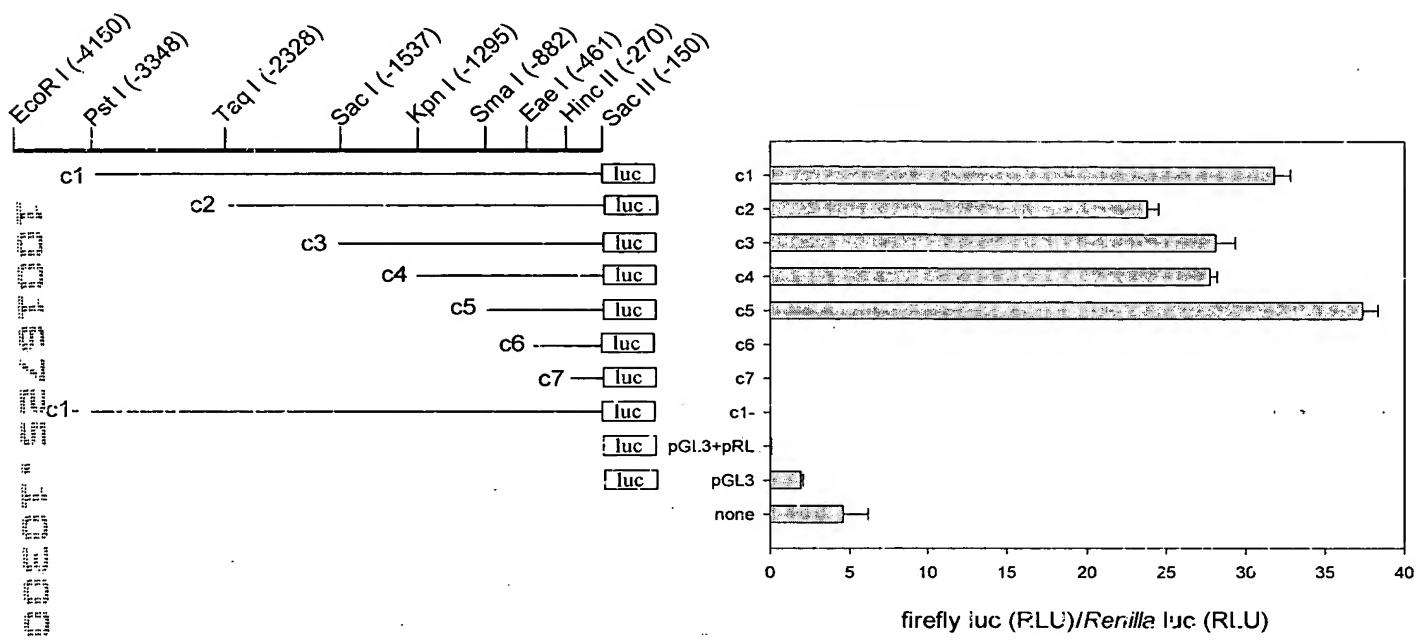
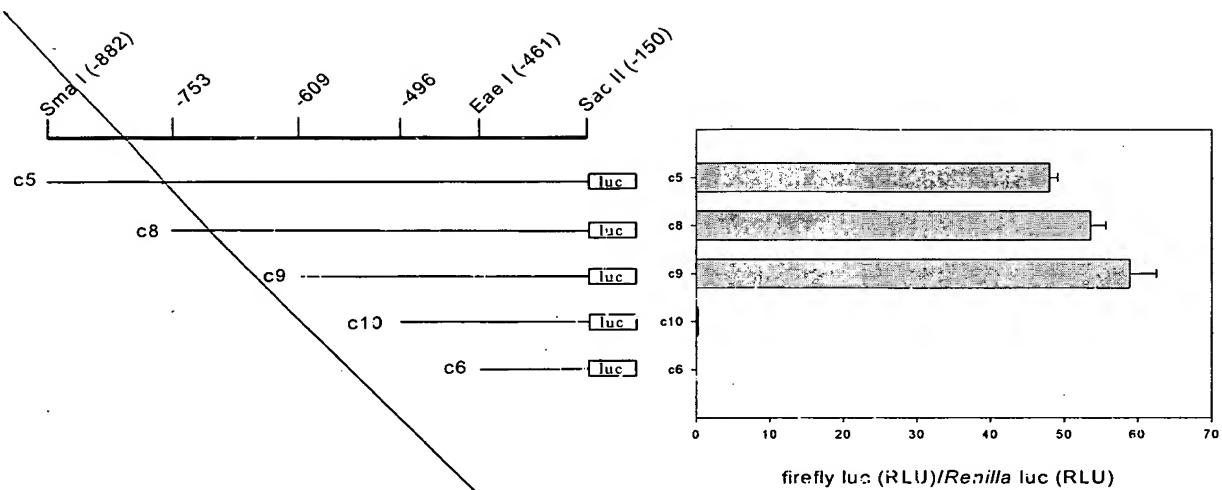


Figure 3

Figure 4





Whn> c9

- 652 ACCGGGTCCC CAGCCCCTTC CAGAGAGAAA GCTCCCGACG CGGGATGCCG  
AP-2>

- 602 GGCAGAGG~~cc~~ cagcg~~gg~~cg~~gg~~ tggaagagAA GCTGAGAAGG AGAaacagaq  
SP1>

- 552 g~~gg~~a~~gg~~gg~~gg~~ga gcgaGGAGCT GGC~~GG~~CAGAG GGAACAGCAG ATTgcg~~cc~~ga  
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c6 NF-Y>  
Eae I CREB>

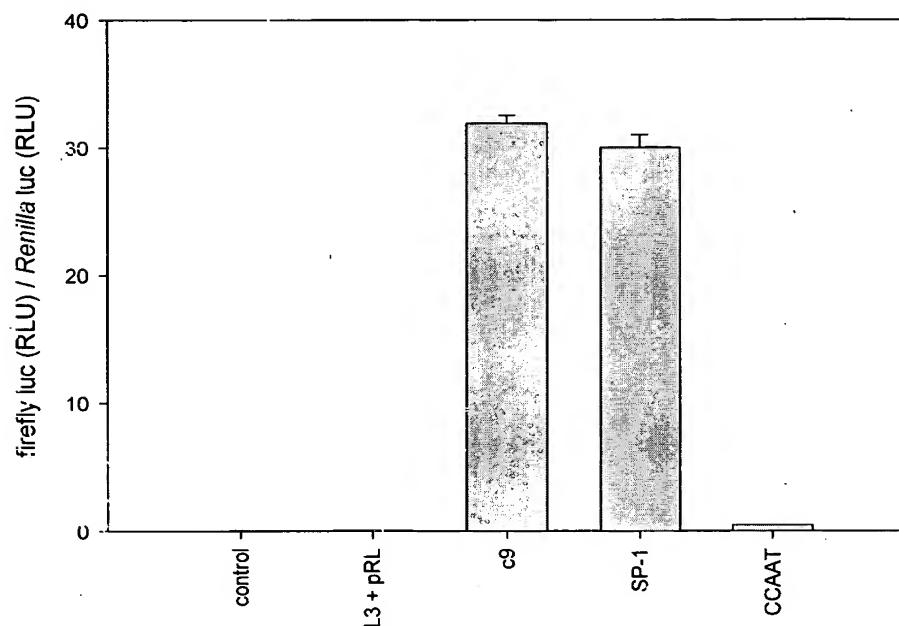
<NF-1 C10  
NF-Y> RFX-1>  
----- AP-1>

- 502 ~~gccaatggca~~ acggCAGGAC GAGGTGGCAC CAAATTCCCT TCGGCCAATG  
<C/EBP-β <Oct-1  
GC box>

- 452 ACGAGCCGGA GTTACAGAA GCCTCATTAG CATTTCCCCA GAGGCAGGGG

Figure 5

Figure 6



CCAAAT AP-2 SP-1

competitor

free  
probe

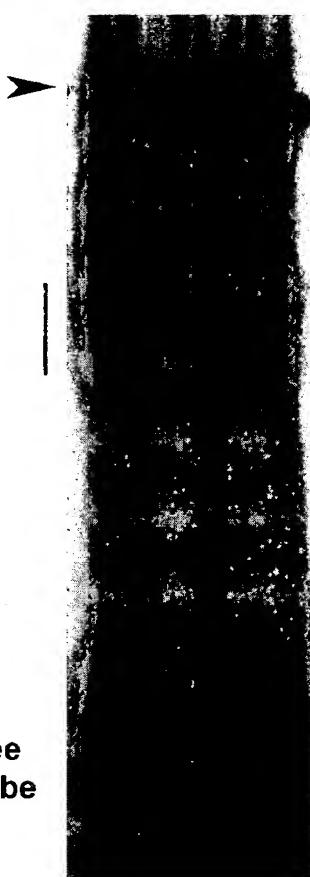


Figure 7

Figure 8

*Scb AF*

|              |                                          |                                                |
|--------------|------------------------------------------|------------------------------------------------|
|              |                                          | AP-4>                                          |
|              |                                          | IK2> SRE>                                      |
|              |                                          | RFX-1>                                         |
| mSCD1 (-610) | IK2>                                     | GGGAGGAGAGACGGAGAAGCTAGAGGCAGAGGAAC <b>AGC</b> |
|              |                                          | ::::::: :: :: :: :: :: :: :: :: :: :: :: :: :: |
| mSCD2 (-487) |                                          | GGGAGGAGGGGGGGCGGAGCTGGAGGCAGAGGAAC <b>AGC</b> |
|              |                                          | ::::::: :: :: :: :: :: :: :: :: :: :: :: ::    |
| hSCD (-552)  |                                          | GGGAGG-GGGAGCGAGGAGCTGGCGGCAGAGGAAC <b>AGC</b> |
|              |                                          |                                                |
|              |                                          | CCAAT>                                         |
|              |                                          | NF-Y>                                          |
|              |                                          | <NF-1>                                         |
| mSCD1 (-571) | AGATTGCGCCTAGCCAATGGAAAAGGCAGGACAAGGTGG  | <ΔEF-1                                         |
|              | ::::::: :: :: :: :: :: :: :: :: :: :: :: |                                                |
| mSCD2 (-448) | AGATTGTGCAGAGCCAATGAGAGCAGCAGGACGAGGTGG  |                                                |
|              | ::::::: :: :: :: :: :: :: :: :: :: ::    |                                                |
| hSCD (-514)  | AGATTGCGCCGAGCCAATGGCAACGGCAGGACGAGGTGG  |                                                |

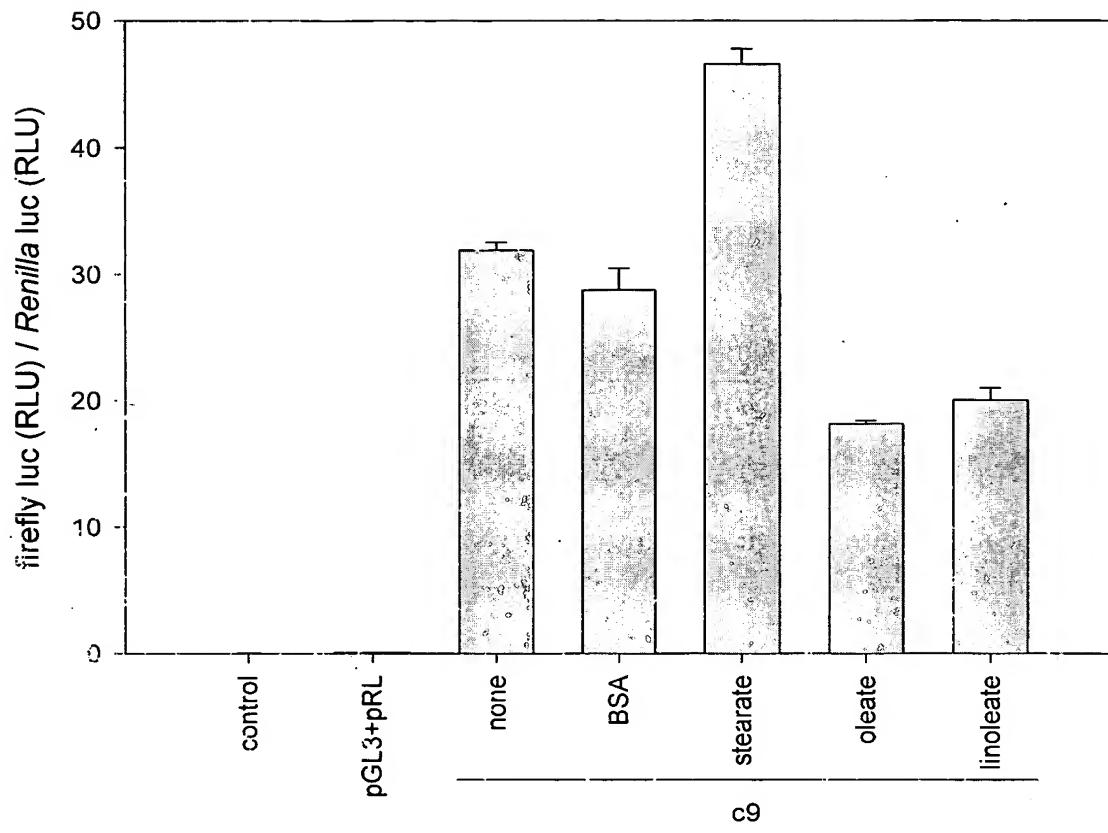


Figure 9